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ABSTRACT

The second in a series of four, this report describes part of a national study commissioned by the Corporation for Public Broadcasting to investigate audience awareness of public radio, reaction to on-air fund raising and programing on public radio, and audience reactions to on-air fund raising by public television stations. Specifically, reaction to public radio on-air fund raising is the focus of this discussion. Data collected in telephone interviews with 1067 randomly selected adults surveyed the following: exposure to public radio fund raising, contributions to public radio and television, reaction to public radio on-air fund raising, and specific statements about fund raising and programing. Appendixes include a description of evaluation methodology and a copy of the questionnaire used in the investigation. (MAI)

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PUBLIC RADIO/TELEVISION SURVEY
JANUARY-FEBRUARY 1978

REPORT 1: PUBLIC RADIO AWARENESS, LISTENING, AND PROGRAMMING

REPORT 2: PUBLIC RADIO ON-AIR FUND RAISING

REPORT 3: PTV ON-AIR FUND RAISING

REPORT 4: METHODOLOGY

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FOREWORD

During January-February 1978, a national survey was conducted to investigate reactions to on-air fund raising by public radio and public television stations, and, for public radio, to determine levels of awareness and listening and reactions to programming. With respect to public television, the study was virtually identical in procedures to studies performed and reported in 1976 and 1977, and it provides a measure of changes in public reaction over the years. The portion of the study relating to public radio was introduced in 1978.

A description of the 1978 survey and an analysis of the results have been organized into four reports, each concentrating on one aspect of the study, as follows:

1. Public Radio Awareness, Listening, and Programming
2. Public Radio On-Air Fund Raising
3. PTV On-Air Fund Raising
4. Methodology

All four reports are available from the Corporation for Public Broadcasting, which commissioned the study. The study was performed by Statistical Research, Inc. of Westfield, New Jersey.

Because the investigation is based on a survey among a sample of persons, rather than among all persons, the data are subject to sampling errors. Moreover, survey results are obtained through particular procedures which are subject to nonsampling errors that may be associated with the type of sample selected, the use of telephone households, the fact that not all designated sample members cooperated, the questions that were asked, and so forth. Therefore, in interpreting these data, the user should give full consideration to the methods used to compile them. Each of the first three reports listed above contains a brief methodological appendix. The reader is also encouraged to review the more comprehensive report devoted to methodology.

PUBLIC RADIO/TELEVISION SURVEY
REPORT 2: PUBLIC RADIO ON-AIR FUND RAISING

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PUBLIC RADIO/TELEVISION SURVEY
JANUARY-FEBRUARY 1978
REPORT 2 - PUBLIC RADIO ON-AIR FUND RAISING

INTRODUCTION

This report is one of four describing a nationwide study of (1) awareness of and listening to public radio, as well as reactions to on-air fund raising and to programming on public radio, and (2) reactions to on-air fund raising by public television stations.

Purpose

The specific topics covered were:

- For public radio,
  - -- The level of awareness among the adult population as of early 1978.
  - -- The level of listening.
  - -- Reasons for listening and reactions to programming.
  - -- Reactions to on-air fund raising.
- For public television, reactions to on-air fund raising.

The public television portion of this survey repeated a similar effort conducted in the two previous years. The first two surveys were intended to track PTV awareness, viewing, and reactions to programming, as well as on-air fund raising. The 1978 study focus was confined to fund raising. However, in order to keep virtually constant the environment in which the fund raising questions were asked, only slight modifications of the questionnaire were introduced in the current study. This 1978 report therefore includes comparisons with former years.* The three

*The 1977 study is reported in Public Television Survey, January-February 1977, Corporation for Public Broadcasting, May 1977. That report is in four volumes: Report 1 - Awareness and Viewing, Report 2 - On-Air Fund-Raising, Report 3 - Programming, Report 4 - Methodology.

studies were timed to precede Festivals '76, '77, and '78, respectively, to obtain a reading independent of the immediate effects of the major national promotional effort of the public television year.

The public radio portion of the survey was designed to provide benchmark data against which to track trends in awareness, listening, and in reactions to on-air pledge campaigns, over time. On-air fund appeals have thus far not been used extensively by public radio stations, and the timing of the survey permitted a reading of public response prior to an expected significant growth in application of the technique.

Procedures

Interviews were conducted with 1067 adults, 18 years of age or older, randomly selected from among all adults living in telephone households in the continental United States. In order to include both listed and unlisted telephone households in their proper proportion, a random-digit dial sample was used.

Appendix A provides a brief description of sampling procedures, interviewer training and supervision, and variability of survey results. These issues are reviewed in more detail in the fourth report of this series, on Methodology.

Appendix B contains a copy of the questionnaire. It deviated in minor respects from the 1977 version. These differences are summarized in Report 4 - Methodology.

The data which were collected have been tabulated for many subgroups of the population: viewers and nonviewers of public television, listeners and nonlisteners to public radio, persons aware or unaware of PTV and of public radio, those who have seen or heard on-air appeals and those who have not, people who report donations to PTV and those who do not, etc. Not all of the tabulations are reported in this volume, but the complete tabulations are available at the Corporation for Public Broadcasting.

HIGHLIGHTS OF FINDINGS

Following are highlights from this national survey. These results are discussed in more detail and are documented in the "Detailed Findings" section of this report.

People who ever listen to public radio report a generally positive response to on-air fund raising appeals. In reacting to a series of statements that might be made about such appeals, 92 percent agree they are important to the survival of public radio, 85 percent agree that, in general, people have little objection to them, and 50 percent agree that they are enjoyable.

On the other hand, 43 percent agree that appeals make people uncomfortable, 30 percent agree that people sometimes avoid listening to avoid fund requests, and 24 percent agree that public radio "can't be very good" if it has difficulty supporting itself. Moreover, 31 percent would prefer total government support rather than dependence on donations.

When these reactions of public radio listeners to radio pledging are compared with reactions of public television viewers to a parallel series of statements relating to PTV, they are found to be similar. The only substantial difference is that 60 percent of PTV viewers, in contrast to 43 percent of public radio listeners, agree that appeals make people uncomfortable.

In balancing the purpose of appeals against objections, 86 percent of people who listen to public radio agree that "these appeals are a fair price to pay for the programming on public radio."

Among persons who are aware of public radio, 28 percent report having been solicited for contributions, either through on-air appeals or in some other way.

On-air appeals are reported to have been heard by 37 percent of public radio listeners. Thirteen percent of listeners indicate they have been solicited for support via mail or in some way other than on-air. Donations to public radio -- not necessarily in response to on-air appeals -- are reported to have been made at some time by 13 percent of listeners.

DETAILED FINDINGS

Exposure to Fund Raising

On-air fund raising is not as widespread an activity for public radio stations as it is for public television stations, and this difference is reflected in differing levels of reported exposure to on-air pledging in the two media. Of people who report ever listening to public radio, 37 percent state they have "ever heard any public radio station ask its listeners, on the air, to contribute funds for its support." This contrasts with 63 percent exposure to PTV appeals among people who ever watch.

Thirteen percent of listeners to public radio indicate they have "ever been asked by any public radio station to contribute funds for its support, either by mail or in any way other than on the air."

Among persons who are aware of public radio, a total of 28 percent reports having been solicited for support, either by means of an on-air appeal or in some other way.

Contributions to Public Radio/TV

Particularly since some public broadcasting licensees operate both TV and radio stations, there is interest in the possible impact of fund raising in one medium on the other. People who are aware of their public radio station were asked: "If you contributed funds to a public radio station or to a public television station, would you consider that to be your contribution to public broadcasting, or would you feel you should contribute separately to each?" Among those who responded, 45 percent indicated that they would make a single contribution, while 55 percent would contribute separately. The response was much the same among public radio listeners, 46 percent of whom would make one contribution.

In the course of asking household demographics, the following questions were included:

> "Have you ever made a donation to public television, either in response to a televised appeal, mail, or some other kind of appeal?"
>
> "And what about public radio? Have you ever made a donation to public radio?"

Below are summarized the responses of the general population, of people who ever watch PTV, and of people who ever listen to public radio.

Classification	General Population	PTV Viewers	Public Radio Listeners
Donor - PTV only	22%	28%	33%
Donor - public radio only	1	1	3
Donor - both	3	4	10
{Total donors - PTV}	{24}	{31}	{43}
{Total donors - public radio}	{ 4}	{ 5}	{13}
No donation	68	63	48
No answer	7	5	6
Base	(1067)	(710)	(162)

Contributions to public radio are relatively rare. They are reported by 4 percent of the adult population, in contrast to 24 percent who report contributions to PTV. While 31 percent of PTV viewers indicate they have financially supported that medium, only 13 percent of listeners to public radio have contributed to it. Moreover, 33 percent of public radio listeners report having contributed to PTV but not to public radio; only 1 percent of PTV viewers, on the other hand, contribute to public radio but not to PTV.

Reaction to On-Air Fund Raising

Respondents who were aware of their public radio station were asked whether they strongly agree, agree somewhat, or do not agree at all with each of seven statements "which people have used to describe" public radio appeals, on air, for financial support from their listeners. Chart 1 summarizes the answers to these questions by people who ever listen to public radio.

Responses indicate a generally favorable attitude toward on-air pledging:

- Most listeners (92 percent) agree that the appeals are important to the survival of public radio.
- There is substantial agreement also (85 percent of listeners) that "in general, people have little objection to fund-raising appeals on public radio."
- Half of the listeners agree at least somewhat that the appeals are enjoyable.

Chart 1

Reaction to Statements Concerning On-Air Fund Appeals By Listeners to Public Radio

Statement	Percentage Who Strongly Agree or Agree		% Strongly Agree
Requests for money on public radio are important if public radio is to survive	■■■

For the remaining items, agreement constitutes a negative reaction to on-air pledging:

- A substantial minority of listeners (43 percent) agree that the appeals make people "uncomfortable because they don't feel in a position to make contributions to public radio."

- Close to a third (31 percent) agree that public radio should be supported by government and not require donations.

- A similar proportion (30 percent) of listeners agree that "people sometimes avoid listening" to avoid being asked for money.

- Approximately a quarter (24 percent) agree that "if public radio is having trouble supporting itself, it can't be very good."

The question arises as to whether people react differently to fund appeals on radio than on television. Chart 2 compares responses of public radio listeners to the seven statements relative to radio with the responses of public television viewers to the same set of seven statements relative to PTV.

It is apparent that users of each medium react in much the same way to on-air pledging on that medium. (Note that there is considerable overlap between public radio listeners and public television viewers. As discussed in Report 1 of this series, 85 percent of public radio listeners also watch PTV; 19 percent of PTV viewers are public radio listeners.) The only substantial difference is the greater tendency of PTV viewers to feel that appeals make people uncomfortable, which is possibly related to the more personal nature of the television medium, where the solicitor more directly enters the home.

Trade-Off: Fund Appeals and Programming

Following the series of statements on fund raising, this question was posed: "Considering, on one hand, the purpose of broadcast appeals for funds to support public radio and, on the other hand, people's objections to them, do you agree or disagree that these appeals are a fair price to pay for the programming on public radio?"

Chart 2

Reaction to Statements Concerning On-Air Fund Appeals Among
1. People who ever listen to public radio ▓▓▓▓
2. People who ever watch PTV ξξξξ

Statement	Percentage Who Strongly Agree or Agree among Subgroups		% Strongly Agree
Requests for money on public radio/TV are important if public radio/television is to survive	▓▓	92%	63%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	88%	52%
In general, people have little objection to fund raising appeals on public radio/ television	▓▓	85%	38%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	83%	33%
Campaigns on air to raise funds for public radio/ television are enjoyable	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	50%	4%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	53%	12%
Appeals for money make people uncomfortable because they don't feel in a position to make contributions to public radio/television	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	43%	11%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	60%	18%
Public radio/television should be supported totally by the government and should not require donations	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	31%	10%
	ξξξξξξξξξξξξξξξξξξξξ	39%	15%
People sometimes avoid listening to/watching public radio/ television because they don't want to be asked for money	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	30%	8%
	ξξξξξξξξξξξξξξ	27%	8%
If public radio/television is having trouble supporting itself, it can't be very good	▓▓▓▓▓▓▓▓▓▓▓▓	24%	8%
	ξξξξξξξξξξξξξξξξ	32%	12%

Base: 162 radio listeners, 710 viewers; however, "no answers" have been eliminated.

To be read: Of people who ever listen to radio, 92% strongly agree or agree that on-air fund requests are important if public radio is to survive; 88% of people who ever watch PTV strongly agree or agree that on-air fund requests are important if PTV is to survive; etc.

Eighty-six percent of public radio listeners who respond to this question express agreement; i.e., they indicate that appeals are a fair trade-off for the programming on public radio. Asked a parallel question about PTV, a similar proportion of those who ever watch (85 percent) responds in the same manner.

APPENDIX A

METHODOLOGY

Sample Design

The findings of this study apply to adults, 18 years of age or older, residing in telephone households (and, in the case of public television findings, residing in telephone and television households) in the continental United States.

Because of the importance of telephone households not listed in current telephone directories, the sample used for this study was a replicated random sample of telephone numbers based on random-digit dialing.

At least three attempts were made, in various time periods, to reach each telephone number in the predesignated sample. When a household was contacted, at least four attempts were made to interview the person who was randomly selected from among all adults living in the household. Additional efforts were made by specially trained personnel to convert initial refusals into interviews. Of the predesignated sample, 50 percent were found to be household residences. Interviews were completed in 70 percent of the households.

Interview Procedures

Interviewing was conducted during January and February 1978 from the Westfield, New Jersey, offices of Statistical Research, Inc. by highly trained and closely supervised interviewers. Each interviewer received tutored instruction, extensive practice and drill, and the experience of several practice interviews. Interviewers were monitored by supervisory personnel via special equipment which is used solely for training and supervisory purposes.

Variability of Results

All survey results are subject to variations or uncertainties that are a function of (1) the fact that a particular sample was selected and (2) the methods and procedures adopted for the survey and the manner in which they were carried out.

Sampling error, one of the two major sources of variability, is the difference between the survey result obtained with the sample actually used, and the result that would be obtained by an attempted complete survey of the population conducted in the same manner and with the same care.

In a survey based on a probability sample, such as was used in this study, the risks or probabilities of sampling error of various sizes can be calculated in terms of standard errors. Table A-1 provides standard errors that apply to proportions of people who responded in a particular manner to questions in this study, given the sample base. If all adults residing in telephone households (and in the case of public television findings, residing in telephone and television households) in the continental United States were asked precisely the same question in precisely the same manner as was the sample, the probability is 95 percent that the proportion giving a particular response would equal the sample proportion plus or minus two standard errors.

Nonsampling error cannot be measured as precisely, but can only be estimated through methodological research studies or on the basis of judgment. Sources of nonsampling error include exclusion of nontelephone households from the sampling frame, failure to obtain response from all predesignated sample members, possible response error on the part of respondents, interviewer variability, coding and processing errors.

These possible sources of error and efforts to minimize them, as well as other methodological aspects of this study, are discussed in more detail in the fourth report of this series.

TABLE A-1

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	50	100	150	200	250	300	350	400	450	500	550	600	650	700	750
5/95	3	2	2	2	1	1	1	1	1	1	1	1	1	1	1
10/90	4	3	2	2	2	2	2	2	1	1	1	1	1	1	1
15/85	5	4	3	3	2	2	2	2	2	2	2	1	1	1	1
20/80	6	4	3	3	3	2	2	2	2	2	2	2	2	2	1
25/75	6	4	4	3	3	3	2	2	2	2	2	2	2	2	2
30/70	6	5	4	3	3	3	2	2	2	2	2	2	2	2	2
35/65	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
40/60	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
45/55	7	5	4	4	3	3	3	2	2	2	2	2	2	2	2
50	7	5	4	4	3	3	3	3	2	2	2	2	2	2	2

TABLE A-1
(CONTINUED)

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	800	850	900	950	1000	1050	1100	1150	1200	1250	1300	1350	1400	1450	1500
5/95	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
10/90	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
15/85	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
20/80	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
25/75	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1
30/70	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
35/65	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1
40/60	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1
45/55	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1
50	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1

APPENDIX B

COPY OF QUESTIONNAIRE

#9J30: PUBLIC TELEVISION AND RADIO STUDY: JANUARY 1978

POSTED INTRODUCTION

I. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION AND RADIO. BUT FIRST LET ME VERIFY, IS THIS AREA CODE ____ AND THE NUMBER ___ ____ IN *(State)*?

YES--*Ask Q.II* NO--*Verify number reached, terminate, record "WN" as result and redial correct number.*

II. THANK YOU. CAN YOU TELL ME PLEASE HOW MANY TELEVISION SETS YOU HAVE IN YOUR HOME?

One or More--*Record # of TV's in WN space on CRR card & continue with Q.III.* None--*Ask Q.IIA*

IIA. AND HOW MANY RADIOS DO YOU HAVE IN YOUR HOME?

★One or More--*Record # of radios, followed by letter "R," in WN space on CRR card & continue with Q.III.* None--*Terminate and record result as "SOR."*

III. NOW, I NEED TO SELECT ONE PERSON IN YOUR HOME TO INTERVIEW ABOUT HIS OR HER TELEVISION VIEWING AND RADIO LISTENING. IN ORDER TO SELECT THIS PERSON I FIRST NEED TO KNOW HOW MANY PERSONS 18 YEARS OF AGE OR OVER ARE CURRENTLY LIVING IN YOUR HOME?....DOES THAT INCLUDE YOURSELF? *Enter number on CRR card, in total box. If none--terminate and record "SOA" as result.*

IV. COULD YOU TELL ME HOW MANY OF THESE ARE MALES? *Record number of M's in column headed "M's" on CRR card.*

V. THEN THERE IS(ARE) _____ FEMALE(S) AGE 18 OR OVER? *Record number of F's in column headed "F's" on CRR card.*

Check random number above number of males (if male card) or number of females (if female card) in respondent selector section to determine person to be interviewed.

VI. THANK YOU VERY MUCH. THE PERSON I NEED TO INTERVIEW IS _____. *If person on telephone, go to Q.1 on questionnaire (or Q.16★ if radio only). Otherwise continue with....*IS HE (SHE) AVAILABLE NOW THAT I MIGHT SPEAK WITH HIM (HER)?

YES--*Reintroduce purpose of call and go to Q.1 on questionnaire (or Q.16★ if radio only).*
NO --*Arrange callback via Q.VIA*

VIA. FEMALE: WHAT WOULD BE A CONVENIENT TIME IN THE MORNING OR AFTERNOON THAT I MIGHT CALL BACK TO SPEAK WITH HER? FOR WHOM SHOULD I ASK? *If female unavailable during day, state:* WE WILL TRY TO REACH HER SOME EVENING. *Record "Evening" in callback section.*

MALE: WHAT WOULD BE A CONVENIENT TIME THAT I MIGHT CALL TO COMPLETE THE INTERVIEW WITH HIM? FOR WHOM SHOULD I ASK?

Record N.Y. time, day, date and name on CRR card.

CALLBACK

VII. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. MAY I SPEAK WITH MR./MISS/MRS. _____, PLEASE? THANK YOU.

IF RESPONDENT COMES TO PHONE, CONTINUE WITH Q.VIII.
IF RESPONDENT IS NOT AVAILABLE, ASK Q.VIA.

VIII. MR./MISS/MRS. _____, I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION AND RADIO.

PROJECT #9J30: PUBLIC TELEVISION
AND RADIO STUDY: JANUARY 1978

SERIAL #	N T	SS CS	ATT'S	INT #	# ADULTS
_ _ _ _	_ _	_ _	_ _	_ _ _	_ _

1. FIRST COULD YOU TELL ME, PLEASE, WHAT CHANNELS YOU CAN RECEIVE ON YOUR TELEVISION SET? *If none above CE. 13, ask:* AND WHAT ABOUT THE CHANNELS BETWEEN 14 AND 83 -- THE UHF CHANNELS -- WHICH, IF ANY, OF THESE CHANNELS CAN YOU RECEIVE?

2. IS THERE A PUBLIC TELEVISION OR EDUCATIONAL TELEVISION STATION IN YOUR AREA?

YES... ☐

NO.... ☐
DK.... ☐

2A. WHAT CHANNEL IS THAT?

DON'T KNOW..... ☐
ONLY CH'S NOT ON CARD... ☐
1+ CHANNELS ON CARD..... ☐ *Ask Q.3*

Record all channels mentioned below.

2B. ACCORDING TO OUR INFORMATION, THE PUBLIC TELEVISION STATION(S) IN YOUR AREA IS(ARE) CHANNEL(S) ___, CHANNEL(S) ___. HAVE YOU EVER HEARD OF

YES..... ☐ *Ask Q.3*
NO/DK..... ☐ *Skip to Q.7**

**Except if 1 or 2 channels in 2A not listed on CHR card. -- See posted script.*

Q.2A CHANNELS UNAIDED	NOTE CABLE TV OR CITY OF ORIGIN	Q.2B CHANNELS AIDED
_ _	_____	_ _
_ _	_____	_ _
_ _	_____	_ _
_ _	_____	_ _

Aware.....1
Unaware....2

For remaining questions use channel number(s) per instructions.

3. HAVE YOU EVER WATCHED ANY PROGRAMS ON CHANNEL ____, THE PUBLIC TELEVISION STATION?

YES.....1--*Ask Q.4*
NO.....2 | *Skip to Q.7*
DK.....3 |

4. THINKING ABOUT A TYPICAL SEVEN-DAY WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DO YOU SPEND WATCHING PUBLIC TELEVISION....WOULD YOU SAY THAT IN A TYPICAL WEEK YOU...

DON'T WATCH AT ALL.....( )
YOU WATCH LESS THAN AN HOUR PER WEEK.....( )
OR YOU WATCH ABOUT AN HOUR OR MORE PER WEEK.....( )
DON'T KNOW.....( )

5. THINKING ABOUT LAST WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DID YOU SPEND WATCHING PUBLIC TELEVISION....WOULD YOU SAY THAT YOU...

DIDN'T WATCH AT ALL.....( )--*Skip to Q.7*
YOU WATCHED LESS THAN AN HOUR.....( ) | *Ask Q.6*
OR YOU WATCHED ABOUT AN HOUR OR MORE.....( ) |
DON'T KNOW.....( ) |

PAST WEEK
VIEWER.....1
NONVIEWER...2

6. CAN YOU TELL ME PLEASE, WHAT PROGRAMS YOU WATCHED ON PUBLIC TELEVISION LAST WEEK?

7. ARE THERE ANY CHILDREN UNDER 12 YEARS OF AGE LIVING IN YOUR HOME?

YES...1-*Ask Q.8* | NO....2 | DK....3 | *Skip to Q.10*

8. DO THEY (DOES HE/SHE) EVER WATCH PROGRAMS ON CHANNEL ___?

YES..( )-*Ask Q.9* | NO.....( ) | CANNOT REC. ( ) | DK.....( ) | *Skip to Q.10*

9. WHAT PROGRAMS DO THEY (DOES HE/SHE) WATCH ON CHANNEL ___?

10. IF WE THINK OF PUBLIC TELEVISION AS CHANNEL ___ (A CHANNEL) WHERE THERE ARE NO COMMERCIALS, WHAT IS YOUR IMPRESSION AS TO WHERE PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?... *Probe:* WHERE ELSE DO YOU THINK PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?

_____ __
_____ __
_____ __

11. PUBLIC TELEVISION STATIONS (LIKE CHANNEL ___) SOMETIMES MAKE APPEALS ON THE AIR FOR FINANCIAL SUPPORT FROM THEIR VIEWERS. HAVE YOU EVER SEEN OR HEARD, ON TV, AN APPEAL FOR FUNDS TO SUPPORT THE PUBLIC TELEVISION STATION?

YES.....1
NO.....2
DK.....9

12. HOW DO YOU FEEL ABOUT A PUBLIC TELEVISION STATION APPEALING, ON THE AIR, FOR FUNDS FOR ITS SUPPORT?....*Probe:* HOW ELSE DO YOU FEEL ABOUT ON-THE-AIR APPEALS?

_____ __
_____ __
_____ __
_____ __

Ask if any PTV channel is named in Q.1A or 3B. Otherwise skip to Q.14.

13. I AM GOING TO READ YOU A SERIES OF STATEMENTS WHICH PEOPLE HAVE USED TO DESCRIBE PUBLIC TELEVISION FUND-RAISING APPEALS. PLEASE TELL ME WHETHER YOU STRONGLY AGREE, AGREE SOMEWHAT, OR DO NOT AGREE AT ALL WITH EACH STATEMENT. *Read list, starting at Red "X."*

RED "X"	STATEMENT	STRONGLY AGREE	AGREE SOMEWHAT	NOT AGREE AT ALL	DK
___	A. IN GENERAL, PEOPLE HAVE LITTLE OBJECTION TO FUND-RAISING APPEALS ON PUBLIC TELEVISION	1	2	3	9
___	B. REQUESTS FOR MONEY ON TV ARE IMPORTANT IF PUBLIC TELEVISION IS TO SURVIVE	1	2	3	9
___	C. CAMPAIGNS ON TV TO RAISE FUNDS FOR PUBLIC TELEVISION ARE ENJOYABLE	1	2	3	9
___	D. IF PUBLIC TELEVISION IS HAVING TROUBLE SUPPORTING ITSELF, IT CAN'T BE VERY GOOD	1	2	3	9
___	E. APPEALS FOR MONEY MAKE PEOPLE UNCOMFORTABLE BECAUSE THEY DON'T FEEL IN A POSITION TO MAKE CONTRIBUTIONS TO PUBLIC TELEVISION	1	2	3	9
___	F. PEOPLE SOMETIMES AVOID WATCHING PUBLIC TELEVISION BECAUSE THEY DON'T WANT TO BE ASKED FOR MONEY	1	2	3	9
___	G. PUBLIC TELEVISION SHOULD BE SUPPORTED TOTALLY BY THE GOVERNMENT AND SHOULD NOT REQUIRE DONATIONS	1	2	3	9

14. NOW THAT YOU HAVE GIVEN YOUR REACTION TO SOME STATEMENTS ABOUT FUND-RAISING, IS THERE ANYTHING YOU WOULD LIKE TO ADD ABOUT HOW YOU PERSONALLY FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV? *If appropriate, probe:* HOW ELSE DO YOU FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV?

_____ __
_____ __
_____ __
_____ __

15. CONSIDERING, ON ONE HAND, THE PURPOSE OF TELEVISED APPEALS FOR FUNDS TO SUPPORT PUBLIC TV AND, ON THE OTHER HAND, PEOPLE'S OBJECTIONS TO THEM, DO YOU AGREE OR DISAGREE THAT THESE APPEALS ARE A FAIR PRICE TO PAY FOR THE PROGRAMMING ON PUBLIC TELEVISION?

AGREE.....1
DISAGREE..2
DK.....9

16. NOW LET'S TURN TO RADIO—RADIO NOT TELEVISION.

*MANY RADIO STATIONS BROADCAST RADIO NETWORK PROGRAMS IN ADDITION TO THEIR OWN LOCAL PROGRAMMING. WOULD YOU PLEASE TELL ME WHETHER YOU HAVE HEARD OF EACH OF THESE RADIO NETWORKS BEFORE... *Read list, starting at Red "X."*

Red "X"		Q.16: HEARD OF: YES	NO	DON'T KNOW
___	A. ABC INFORMATION RADIO	1	2	3
___	B. CBS RADIO NETWORK	1	2	3
___	C. NATIONAL PUBLIC RADIO	1	2	3
___	D. MUTUAL BLACK NETWORK	1	2	3
___	E. NBC RADIO NETWORK	1	2	3
___	F. ABC CONTEMPORARY RADIO	1	2	3
___	G. MUTUAL BROADCASTING SYSTEM	1	2	3

17. NOW, WOULD YOU PLEASE TELL ME WHETHER YOU HAVE HEARD OF EACH OF THESE RADIO NETWORK PROGRAMS BEFORE...*Read list, starting at Red "X."*

Red "X"		Q.17: HEARD OF: YES	NO	DON'T KNOW	Q.18: EVER LISTENED TO: YES	NO	DON'T KNOW
___	A. CBS MYSTERY THEATRE	1	2	3	1	2	3
___	B. FOLK FESTIVAL USA	1	2	3	1	2	3
___	C. ALL THINGS CONSIDERED	1	2	3	1	2	3
___	D. PAUL HARVEY NEWS	1	2	3	1	2	3
___	E. OPTIONS IN EDUCATION	1	2	3	1	2	3
___	F. METROPOLITAN OPERA BROADCASTS	1	2	3	1	2	3
___	G. VOICES IN THE WIND	1	2	3	1	2	3
___	H. THE WORLD TONIGHT	1	2	3	1	2	3
___	I. EARPLAY	1	2	3	1	2	3

18. *(Ask for each one answered "Yes" in Q.17)* HAVE YOU EVER LISTENED TO _____? *(Record above.)*

19. PUBLIC RADIO STATIONS DO NOT HAVE ANY COMMERCIAL ADVERTISING AND ARE SOMETIMES CONSIDERED TO BE EDUCATIONAL STATIONS. WE ARE PARTICULARLY INTERESTED IN THE PUBLIC RADIO STATIONS THAT IDENTIFY THEMSELVES WITH THE NATIONAL PUBLIC RADIO NETWORK, KNOWN AS N-P-R. ARE THERE ANY SUCH PUBLIC RADIO STATIONS IN YOUR AREA?

YES.....1--*Ask Q.20*
NO.....2 | *If there are stations available in area, skip to Q.20A.*
DON'T KNOW.....3 | *If none are available, skip to QA.*

20. DO YOU HAPPEN TO KNOW THE STATION CALL LETTERS OR THE NUMBER ON THE DIAL OF ANY OF THESE STATIONS? *(If "Yes")* WHAT ARE THEY?

Aware unaided..1
Unaware.....2
None avail.....3

_____( )
_____( )
_____( )
_____( )
_____( )
_____( )
_____( )

If one or more stations identified correctly, skip to Q.20B

If none identified correctly, ask Q.20A if stations available; otherwise, skip to QA.

Don't know.....( )

20A. ACTUALLY, THE CALL LETTERS OF THE PUBLIC RADIO STATION(S) RECEIVED IN THIS AREA ASSOCIATED WITH N-P-R ARE *(Read stations in CAP card.)* HAVE YOU HEARD OF (THAT STATION/ THESE STATIONS)?

YES.....1--*Ask Q.20B*
NO.....2 |
DON'T KNOW....3 | *Skip to QA*

20B. HAVE YOU EVER LISTENED TO (THAT STATION/ANY OF THESE STATIONS)?

YES.....1--*Ask Q.20C*
NO.....2 |
DON'T KNOW....3 | *Skip to Q.21*

20C. HAVE YOU LISTENED TO (THAT STATION/ANY OF THESE STATIONS) IN THE PAST 7 DAYS?

YES.....1
NO.....2
DON'T KNOW...3

20D. ARE YOU USUALLY A REGULAR LISTENER TO (THAT STATION/ANY OF THESE STATIONS) EACH WEEK?

YES.....1
NO.....2
DON'T KNOW...3

21. WHY DO YOU LISTEN TO THE PUBLIC RADIO STATION(S)? *Probe:* "WHAT OTHER REASONS DO YOU HAVE FOR LISTENING TO THE PUBLIC RADIO STATION?

_____ __
_____ __
_____ __

22. I AM GOING TO READ A LIST OF REASONS WHY A PERSON MIGHT LISTEN TO PUBLIC RADIO. FOR EACH ONE, PLEASE TELL ME WHETHER IT HELPS DESCRIBE WHY YOU LISTEN. *Read list, starting at Red "X."*

RED "X"		
___	A.	TO HEAR SPECIFIC PROGRAMS.....01★ *Ask Q.22A*
___	B.	NO ADVERTISING COMMERCIALS.....02
___	C.	PREFER THE PROGRAMMING ON PUBLIC RADIO TO THAT WHICH IS AVAILABLE ON THE COMMERCIAL STATIONS.....03
___	D.	ARTS PROGRAMMING.....04
___	E.	PUBLIC AFFAIRS PROGRAMMING.....05
___	F.	NEWS PROGRAMMING.....06
___	G.	EDUCATION OR INSTRUCTIONAL PROGRAMMING.....07
___	H.	TO HEAR A SPECIFIC PERSON.....08
___	I.	MUSIC PROGRAMMING.....09★★ *Ask Q.22B*
		NONE.....10
		DON'T KNOW.....99

If ★ item "A" answered in Q.22, ask Q.22A

22A. YOU SAID YOU LISTEN TO PUBLIC RADIO TO HEAR SPECIFIC PROGRAMS. WHICH PARTICULAR PROGRAMS WOULD THEY BE -- WHAT ARE THE NAMES OF THOSE PROGRAMS?

_____ __
_____ __
_____ __
_____ __

If ★★ item "I" answered in Q.22, ask Q.22B

22B. YOU SAID YOU LISTEN TO PUBLIC RADIO TO HEAR MUSIC PROGRAMMING. WHAT TYPE OF MUSIC DO YOU LISTEN TO? _____ __

_____ __
_____ __

23. HOW SATISFIED ARE YOU WITH WHAT IS AVAILABLE TO LISTEN TO ON PUBLIC RADIO THESE DAYS -- WOULD YOU SAY YOU ARE:

VERY SATISFIED.....1
SOMEWHAT SATISFIED OR..2
NOT SATISFIED AT ALL...3
DK.....9

24. WHAT KINDS OF PROGRAMS WOULD YOU LIKE TO HEAR MORE OF ON PUBLIC RADIO?

_____ __
_____ __
_____ __

25. WHAT KINDS OF PROGRAMS WOULD YOU LIKE TO HEAR LESS OF ON PUBLIC RADIO?

_____ __
_____ __
_____ __

26. HAVE YOU EVER HEARD ANY PUBLIC RADIO STATION ASK ITS LISTENERS, ON THE AIR, TO CONTRIBUTE FUNDS FOR ITS SUPPORT?

YES.....1
NO.....2
DK.....9

27. HAVE YOU EVER BEEN ASKED BY ANY PUBLIC RADIO STATION TO CONTRIBUTE FUNDS FOR ITS SUPPORT, EITHER BY MAIL OR IN ANY WAY OTHER THAN ON THE AIR?

YES.....1
NO.....2
DK.....9

28. SOME PUBLIC RADIO STATIONS DO APPEAL, ON THE AIR, FOR FINANCIAL SUPPORT FROM THEIR LISTENERS.

I AM GOING TO READ YOU A SERIES OF STATEMENTS WHICH PEOPLE HAVE USED TO DESCRIBE THESE PUBLIC RADIO FUND-RAISING APPEALS. PLEASE TELL ME WHETHER YOU STRONGLY AGREE, AGREE SOMEWHAT, OR DO NOT AGREE AT ALL WITH EACH STATEMENT. *Read list, starting at Red "X."*

RED "X"	STATEMENT	STR'LY AGREE	AGREE SOMEWHAT	NOT AGREE AT ALL	DK
___	A. IN GENERAL, PEOPLE HAVE LITTLE OBJECTION TO FUND-RAISING APPEALS ON PUBLIC RADIO	1	2	3	9
___	B. REQUESTS FOR MONEY ON PUBLIC RADIO ARE IMPORTANT IF PUBLIC RADIO IS TO SURVIVE	1	2	3	9
___	C. CAMPAIGNS ON AIR TO RAISE FUNDS FOR PUBLIC RADIO ARE ENJOYABLE	1	2	3	9
___	D. IF PUBLIC RADIO IS HAVING TROUBLE SUPPORTING ITSELF, IT CAN'T BE VERY GOOD	1	2	3	9
___	E. APPEALS FOR MONEY MAKE PEOPLE UNCOMFORTABLE BECAUSE THEY DON'T FEEL IN A POSITION TO MAKE CONTRIBUTIONS TO PUBLIC RADIO	1	2	3	9
___	F. PEOPLE SOMETIMES AVOID LISTENING TO PUBLIC RADIO BECAUSE THEY DON'T WANT TO BE ASKED FOR MONEY	1	2	3	9
___	G. PUBLIC RADIO SHOULD BE SUPPORTED TOTALLY BY THE GOVERNMENT AND SHOULD NOT REQUIRE DONATIONS	1	2	3	9

29. CONSIDERING, ON ONE HAND, THE PURPOSE OF BROADCAST APPEALS FOR FUNDS TO SUPPORT PUBLIC RADIO AND, ON THE OTHER HAND, PEOPLE'S OBJECTIONS TO THEM, DO YOU AGREE OR DISAGREE THAT THESE APPEALS ARE A FAIR PRICE TO PAY FOR THE PROGRAMMING ON PUBLIC RADIO?

AGREE.....1
DISAGREE.....2
DK.....9

30. IF YOU CONTRIBUTED FUNDS TO A PUBLIC RADIO STATION OR TO A PUBLIC TELEVISION STATION, WOULD YOU CONSIDER THAT TO BE YOUR CONTRIBUTION TO PUBLIC BROADCASTING, OR WOULD YOU FEEL YOU SHOULD CONTRIBUTE SEPARATELY TO EACH?

ONE CONTRIBUTION TO PUBLIC BROADCASTING...1
SEPARATELY.....2
DK.....9

A. THANK YOU. I HAVE ONLY A FEW REMAINING QUESTIONS WHICH ARE STRICTLY FOR PURPOSES OF CLASSIFICATION....HOW MANY PERSONS, INCLUDING CHILDREN AND ROOMERS, ARE CURRENTLY LIVING IN YOUR HOME....DOES THAT INCLUDE YOURSELF?

1 2 3 4 5 6+ DK.....9

B. WHAT WAS THE LAST GRADE YOU ATTENDED IN SCHOOL?

GRADE SCH.....1
1-3 YRS. HS.....2
H.S. GRAD.....3
SOME COLLEGE....4
COLLEGE GRAD.....5
COLLEGE POST GRAD....6
OTH _____.7
DK/NA.....9

C. AND YOUR AGE IS? *If necessary, read age categories.*

18-21.....1
22-29.....2
30-44.....3
45-59.....4
60+.....5
DK/NA....9

D. WHAT IS YOUR OCCUPATION -- THE NATURE OF YOUR WORK?

E. IN WHAT INDUSTRY DO YOU WORK?

F. ARE YOU THE CHIEF WAGE EARNER IN YOUR HOUSEHOLD?

YES.....1 *(Skip to J)*
NO.....2 *(Ask G)*
DK.....9 *(Skip to J)*

G. WHAT IS YOUR RELATIONSHIP TO THE CHIEF WAGE EARNER?

H. WHAT IS THE OCCUPATION OF THE CHIEF WAGE EARNER?

I. IN WHAT INDUSTRY DOES HE/SHE WORK?

J. HOW MANY CARS, IF ANY, ARE THERE IN YOUR HOUSEHOLD?

0--*Ask N*
1--*Ask K*
2--*Ask L*
3+-*Ask L*
DK/NA..9--*Ask N*

K. IS YOUR CAR EQUIPPED WITH AN FM RADIO?

YES...1--*Ask N*
NO...2--*Ask N*
DK/NA..9--*Ask N*

L. HOW MANY OF YOUR CARS, IF ANY, ARE EQUIPPED WITH AN FM RADIO?

0.....1.....2.....3+.....DK/NA.....9

M. DO YOU OWN OR RENT YOUR HOME?

OWN.....1
RENT.....2
DK/NA.....9

N. IS YOUR TELEPHONE NUMBER LISTED IN THE CURRENT TELEPHONE DIRECTORY?

YES....1--*Ask P*
NO.....( )-*Ask O*
DK/NA....9--*Ask P*

O. IS THAT BECAUSE YOU HAVE RECENTLY MOVED OR DO YOU HAVE AN UNLISTED NUMBER?

MOVED.....2
UNLISTED.....3

P. WOULD YOU DESCRIBE YOUR RACIAL OR ETHNIC BACKGROUND AS:

WHITE.....1
BLACK.....2
SPANISH.....3
ORIENTAL....4
OTH _____.5
DK/NA.....9

Q. HAVE YOU EVER MADE A DONATION TO PUBLIC TELEVISION, EITHER IN RESPONSE TO A TELEVISED APPEAL, MAIL, OR SOME OTHER KIND OF APPEAL?

YES.....1
NO.....2
DK/NA.....9

R. AND WHAT ABOUT PUBLIC RADIO? HAVE YOU EVER MADE A DONATION TO PUBLIC RADIO?

YES.....1
NO.....2
DK/NA.....9

S. WOULD YOU ESTIMATE THE TOTAL INCOME OF ALL PERSONS IN YOUR HOME TO BE:

UNDER $5,000.....1
$ 5,000-$ 9,900....2
$10,000-$14,900....3
$15,000-$19,900....4
$20,000-$24,900....5
$25,000-$29,900....6
$30,000 OR OVER....7
DK/NA.....9

T. SEX OF RESPONDENT:

MALE.....1
FEMALE.....2

THANK YOU. YOUR COOPERATION HAS BEEN VERY HELPFUL.